Energy Micro Appoints First Local Distributor for the Russian Market

Energy Micro is continuing to expand its global sales network with the appointment of its first local distributor for the Russian market. Eltech will support Energy Micro's range of energy friendly ARM Cortex(TM) based EFM32 Gecko microcontrollers and EFR Draco radios for ultra low power applications.

Headquartered in Saint Petersburg, with representative offices located in major cities across Russia, Eltech offers the most extensive service in the region for the dedicated distribution of electronic components. Founded in 1992, the company has a well-established reputation for providing high quality distribution solutions for energy sensitive applications such as smart metering, building automation, security systems and portable heath and fitness equipment, the four key target market areas for the Gecko and Draco product lines.

Andreas Koller, Energy Micro's Vice President of Sales and Marketing said, "The rapid emergence of low power applications in Russia has created a strong demand for energy efficient electronic components in the region and presents a considerable growth opportunity for Energy Micro's ultra low energy microcontroller range. Eltech offers many advantages as a distribution partner, not least a large and highly competent technical support team with excellent mixed signal knowledge. We are very confident in their ability to actively develop Energy Micro's market penetration in Russia."

www.energymicro.com [1]

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